

The Cultural Tourism Management with Herbal Knowledge of Ethnic Group, Suphanburi Province

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Abstract

The objectives of the research on tourism management, agricultural Culture and herbal medicine of ethnic groups in Suphanburi Province are as follow 1) to research and develop agricultural tourism management models for ethnic groups 2) to study the wisdom of ethnic groups regarding agricultural culture from wisdom, especially herbal medicine or local plants 3) to study the agricultural tourism patterns of ethnic groups in Suphanburi Province. This research is qualitative research through 12 of non-participant observation, interviews and focus group from community representatives, government representatives, people and officials. The results found that the community's occupation is agriculture and they have the wisdoms of Lao Krang with Lao Krang method. They grow vegetables and local herbs for consumption and treat disease, they also have traditions and rituals related to rice. It can be used for tourism and promoting agricultural tourism among ethnic groups. The tourism should combine with health and agricultural tourism.

Keywords: Cultural Tourism; Agricultural herbal medicine science; Ethnic group

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1. Background and Significant of the Problem

The Tourism Authority of Thailand (2008) reported that tourism is being a service Industry that tourism is a service industry that creates income is money for the nation and people all levels. When there are tourist attractions, there will be tourists coming in, which there will cause spending and create income. At present, tourism in Thailand has expanding, the tourist attractions increasing within the country and also the popularity increasing. In addition, there is another type of tourism resource that exists with Thai society from the past to the present and is gaining popularity as interesting tourism resource, namely agricultural tourism resources, which has its roots in the society and occupations of Thai people. Since, the agriculture is main occupation that has generated income for a long time. Because the most areas of Thailand are suitable for various fields of agriculture, which is the cultural way of the people in Suphanburi Province which has people of multicultures, Lao Krang ethnic in Doem Bang Nang Boud, Dan Chang and Nong Ya Sai district. It found that the wisdom is still being passed on weaving and agriculture wisdom. Suan Dusit University has an educational service area in Suphanburi province that has potential in tourism and services, therefore, the research team sees the importance of continuing disseminate and build the potential of local personnel who have educational service areas in order to continue wisdom existing and to be creative.

From the needs of the area (situation review) with the community, it was found that the community has a need for research and innovation to raise the level of cultural tourism, especially the “Wisdom of herbal agriculture” can be used to create value for the cultural tourism by creating activities, projects and guidelines to develop personnel in the area to support the cultural tourism management through herbal agriculture community. Therefore, in order to create the value for agricultural cultural tourism and also be with Suphanburi province development plan for the 2018- 2022 plan which the goal is “Sustainable agricultural city, economy strength, quality of good life and happy society”

The research team is therefore interested in researching the subject. The development of Agricultura tourism management model for culture of ethnic group in Suphanburi Province because it will be able to lead in cultural tourism. Agriculture is in landscape conservation. The herbal using wisdom can continue to create additional income for farmers or ethnic groups and also affect good for economic system of Thailand.

2. Research Objectives

1. To develop agricultural tourism management of ethnic group, Suphanburi Province.
2. To study wisdom of ethnic groups in agricultural culture from wisdom especially herbal or local plants.
3. To study agricultural tourism of ethnic group, Suphanburi Province

3. Literature Review

Community Base Sustainable Tourism is type of tourism which is taking into account the sustainability of the environment, society and culture that determined the direction of community management to create learning between learners and the community. It is viewed that tourists can cover politics, economy, society and the environment with the community taking care of the management (Tooman, 1997).

Strengthening Community refers to the fact that people in various communities of cities or rural areas come together to form “Community organization” with learning in the community, organizing and solving problems together among people in the community. There have been changes or developments in both the economic and society, culture and environment, groups, clubs, cooperatives, companies, local organizations, networks, or anything else that has the meaning of showing cooperation and helping each other for mutual benefit and with generosity towards other communities in society (Suksomkasem, 2016).

Cultural tourism means traveling to places with different environments, residence area, way of life, culture, ethnicity, language, food by using the tourism mechanic to seek the desire to learn especially countries that are developing or do not rely heavily on industrial income. Cultural tourism has therefore become an important resource in the economic development of many countries giving the meaning of cultural tourism to mean traveling for seeing or having experience various arts and culture such as architecture, painting, sculpture, languages and poet, craft, dancing and music, also events and traditions (Issichaikul, 2014).

Principles for organizing tourism activities is might well plan (Greenwell et al., 2014). The tourism activities should have aim and success and kind of activity for stakeholders.

Tourism Development is community tourism which it has infrastructure, well-planning for tourist (Kumbun & Kowattanakul, 2013) which will cause the expansion of the tourism

industry and conserve the resources attractive. It must be consistent with the conditions and needs of the community and spread benefits from tourism development.

Lao Krang, from the historical evidence were forcibly brought into Thailand during the reign of His Majesty King Thonburi and the reign of His Majesty King Rama I the Great. Lao Krang has a unique culture in weaving cloth for daily use and used for rituals in specific festivals. They call themselves “Lao Kikrang” or “Lao Kang”. The word of “Lao Krang” still does not identify the meaning, but it is assumed that it comes from the word “Phu Khang” which is the name of mountain that looks like the bell and locate on the east side of Northern Luang Prabang in Laos (Wacharaporn, 1991).

4. Research Methodology

4.1 Population and Sample

In this qualitative research, the population and sample group were drawn from the Lam Phan Bong community, Nong Ya Sai District, Suphanburi Province. The sample group consisted of 12 people, selected using a chain sampling technique or snowball sampling, where the samples were chosen based on the recommendation from previously collected sample units. It is recommended that the sample unit be from one person and increase the sample until reaching the number that the research team deems appropriate and sufficient for the study.

4.2 Research Tools

For instrument used in qualitative research with research and development, it consists of the followings:

4.2.1 The In-depth interview form is used with people in the community who serve as are representatives or community leaders on the subject of tourism and agriculture in community.

4.2.2 Using the informal observation form, the research team observed the interviews and participated in community training.

4.2.3 Participatory workshop with relevant sectors from the government, consisting of Sub-District Administrative Organizations, community volunteers. The public sector is the community leader. Representative of the Lao Krang weaving housewife group by having an education exchange knowledge between the Lao Khrang community, Lam Phan Bong Village

and the Lao Khrang community, Phu Nam Ron village to know the problems and community needs.

4.2.4 Group discussion with representatives of relevant sectors in the public, private and public sectors in tourism, agriculture and recreational activities related to agriculture tourism.

4.2.5 Training community members to gain knowledge and understanding of community tourism, agricultural tourism, and sustainable tourism as well as involving them in the promotion and development of community products and services.

4.3 Data Collection

4.3.1 Secondary data is collected from documents, concepts, theories and research related to agriculture tourism, community tourism, ethnic tourism, recreational tourism, and sustainable tourism.

4.3.2 In collecting primary data, information was obtained from onsite visits using five methods such as in-dept interviews, informal observation, workshop, group discussions, and community training. Additionally, data was collected through photography and capturing images to record details of the study area for use in subsequent research steps.

4.4 Data Analysis

After the research team has collected the data using of research instrument, the next step involves content analyzing and the gathered data to align with the objectives of the research by separating the topics, categorizing and analyzing the data according to the research objectives. After that, it was written and analyzed in an academic manner. The results of the research will be described next.

5. Results

Agriculture Tourism is a type of business operation that is conducted with the aim of having fun and provide knowledge to the general public to promote and create additional income for livestock farm owners or agricultural landowners (Research and Education Program, 1998). The agriculture tourism activities include visiting rice cultivation demonstration plots. The demonstration of various agricultural practices according to the geography of each region which is what attracts the tourists' attractions. For agricultural tourism, the new normal concept that the research team conducted this study focused on

presenting agricultural patterns of agricultural products in the category of geographic indications in Suphanburi province both in the form of local wisdom and in the form of agricultural innovation of Homkhajorn Farm. In order to be combined to create an agricultural style that is suitable for the conditions of the farmland in order to promote agritourism, a new way of thinking and using information to develop and design learning resources in the Homkhajorn Farm cultivation area.

Agricultural tourism management, agricultural culture with herbal science of ethnic groups in Suphanburi province because the community has resources that can facilitate the development of various recreational activities and tour is organized by the community itself.

In addition, the use of local herbs such as “Aloe Vera” has many beneficial properties and can be processed into tourism products. Aloe Vera is also one of the local medical plants both using internal and external including using as one of the skin care and beauty products that many people well known for a long time.

Therefore, taking advantage of Aloe Vera to develop agricultural tourism. It can affect tourism and community in many ways:

- Local Medical herbs for tourism especially “Aloe Ver” is often used to treat disease or prevent disease. Visitors often have the opportunity to learn about how herbs are used to treat various conditions and gain medical experiences that are different from those seen in public hospitals.

- The tourist of Cultural tourism can gain knowledge about local culture through the use of local herbs. Most of which play an important role in what is called “Alternative medicine” or treatment of disease using local standard methods.

- The natural resources tourism traditional herbs are often used in cleaning products or eco-friendly cleaning products. Herbs are also used in the soap making and beauty products industry.

- Creating income for the community production and distribution of aloe vera products. It can be an important source of income for local communities. This results in the community having the opportunity to develop and improve the quality of life.

- Creating awareness and conservation by using herbs in agricultural community tourism as a result, people are encouraged to awareness of preserving local plants and herbs. This creates greater awareness about the conservation of natural resources.

In the area of Suan Dusit University where it has the area of Plant Genetic Conservation Project under the Royal Initiative of Her Royal Highness Princess Maha Chakri Sirindhorn which it related to this research. By the intelligent agriculture demonstration area at Suphanburi campus of Suan Dusit University, which the native plant genetics, medicinal plants, and economic plants are planted and preserved in Suphanburi Province. In this research, native plant genetics were selected, namely Aloe Vera.

It is a native plant of the research of the area of Lao Krang community at Lam Phan Bong, Nong Ya Sai district, Suphanburi Province. It gives the knowledge of growing native medicinal plants. “Aloe Vera” has been integrated into a joint agricultural tourism activity as a base for recreational tourism activities.

6. Conclusions and discussion

In conclusion, the use of local herbs like aloe vera in the integration of technical knowledge. New agriculture and tourism learning resources recreation and local wisdom in Suphanburi province has diverse impacts and can promote the sustainability of natural resources and local culture in the long term as well.

From both internal and external factors of agricultural cultural tourism, the readiness of tourist attractions that facilitate development, improvement or change including the interesting things of the local area that is enough to attract tourists to travel to that tourist destination. This has an effect on the development of tourism management models and agricultural cultural lifestyles of ethnic groups. There should be guidelines for organizing management activities to be a tourist destinations, agricultural lifestyles and culture of ethnic groups in all 10 issues, including:

- 1) Organizational management structure and tourist attraction development plan.
- 2) Setting up systematic area management plan.
- 3) Safety management for tourists.
- 4) Waste management in tourist attractions.
- 5) Acceptance and cooperation with surrounding communities.
- 6) Network creation to support tourist attractions.
- 7) Conservation of natural resources and the environment.
- 8) Maintenance of public utility systems and tourism resources.

9) Promotion of sales add value and develop agricultural products.

10) Advertising and public relations of tourist attractions.

The potential of ethnic groups should be studied with emphasis on management for development of agricultural cultural tourism management models. Being a tourist destination, agriculture potential should be considered in all 4 elements, including management potential. The support service potential and the attractiveness of potential of tourist attractions and cultural lifestyles of ethnic groups.

Moreover, Lao Krang Lam Phan Bong Community has main occupation as farmer. Therefore, they lead a way of life that is based on accumulated knowledge as local wisdom related to agriculture. Most of the plants grown by the community are used for cooking and medicine such as lemon, lemon grass, kaffir lime, mango, banana, guava, aloe vera, etc. which it relayed to the meaning of the word “local wisdom” of Office of the Permanent Secretary of the Subdistrict Administrative Organization. Agricultural wisdom applying is the knowledge, abilities, skills, and experience in cultivation plant propagation animal husbandry. It is passed on as knowledge to the next generation. Although the awareness of local wisdom at Lao Krang community at Lam Phan Bong sub district still lack inheritance, there is still a revitalization of the wisdom. The community also embraces agriculture, leading to the development of new way of tourism with the new way of agricultural tourism, which is tourism that experiences the agricultural way of life. Sri-On (2022) had planned of new way of agriculture with innovation and technology integration which it has role for better life quality by sustainability and resources utility with value, adaptation and flexibility. It supports change and become farmers who turn to be more self-reliant and depend on nature by bringing innovation and technology to play to play a role in improving the quality of life and agricultural operations of farmers that are appropriate to the conditions and context of the area. Lao Krang Lam Phan Bong Community at Nong Ya Sai district develop cultural and herbal study tour of the tourism management because the community has organic farming plot that they work together and share among the community. It can develop to be the recreation activities at Hom Kajorn Farm for being the aloe vera herbal field with On Site Museum knowledge base of learning which it related to Cheunka & Suphan (2020) by using identity and local wisdom consist of “Kao Taeng Kwa Pomelo” “Sugar Cane Way” Luang Pu Suk Herbal Medicine” and “ Lao Ethnic Weaving” for revitalize and promote recreational activities for agritourism for the community

related to the research of Sawaengsuk (2021) which it has the aim for tourism for all genders and ages to participate in recreational activities with the community in order to lead to sustainable tourism development.

7. New knowledge

As from the result of research found that the community has potential for tourism as the table below:

Table 1

The potential of ethnic community for tourist attractions

| Activities | Access | Lodging | Food service |
|--|--|---|--|
| Providing knowledge about local plants in order to exchange experiences with tourists. | The access of cultivation area and physical environment, | Safety arrangements for tourists such as road signs, warning signs, interpretive symbols etc. | Food services support for apply local ingredients with cleanliness and safety. |

8. Suggestions

8.1 Implication of the study

The Knowledges from the research throughout the location found that the elders as well as the stories and myths are able to apply for using as storytelling and marketing related to agricultural and cultural tourism of ethnic groups. The knowledges related to tourisms for locals in speaking, welcoming, digital marketing and adding value to products and services are also be trained.

8.2 Recommendations for future research

It should be research to create learning network about cultural tourism within the community between communities and social networks are used as a tool for creating networks and collaboration with educational instructions and communities.

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